

Message Text

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PAGE 01 JOHANN 00842 131548Z
ACTION AF-10

INFO OCT-01 ISO-00 IO-13 EB-08 COME-00 TRSE-00 ERDA-05
DODE-00 PA-01 PRS-01 USIA-06 CIAE-00 INR-07
NSAE-00 SS-15 SP-02 L-03 H-01 NSC-05 AID-05 /083 W
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R 130940Z APR 77
FM AMCONSUL JOHANNESBURG
TO SECSTATE WASHDC 5871
INFO AMEMBASSY PRETORIA
AMCONSUL CAPE TOWN
AMCONSUL DURBAN

LIMITED OFFICIAL USE JOHANNESBURG 0842

CAPE TOWN ALSO FOR EMBASSY

E.O. 11652: N/A
TAGS: BEXP, EIND, ETRD, BBSR, SF
SUBJECT: INDUSTRIES AND COMMODITIES: ICL EXPANDS SALES IN SOUTH
AFRICAN COMPUTER MARKET

REFS: 1) JOHANNESBURG 0623; 2) STATE 311791

BEGIN UNCLASSIFIED:

1. THE SUNDAY TIMES, BUSINESS SECTION FOR APRIL 10,
1977 CARRIED THE FOLLOWING ITEM ON SALES OF COMPUTERS
IN THE SOUTH AFRICAN MARKET UNDER THE HEADLINE: "SALES
OF ICL COMPUTER ROCKET PAST RAND ONE MILLION". THE PRESS REPORT
FOLLOWS:

QUOTE: SALES OF ICL'S LATEST SMALL COMPUTER, THE
220 SERIES, HAVE TOPPED R1-MILLION IN FOUR WEEKS
(12 COMPUTERS), MAKING IT 'THE MOST SUCCESSFUL PRODUCT
LAUNCH I'VE KNOWN,' ACCORDING TO MARKETING MANAGER
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JOHN NICHOLLS. THE 220 SERIES IS THE FIRST PRODUCT
TO RESULT FROM THE ICL TAKEOVER OF SINGER
BUSINESS MACHINES LAST OCTOBER, AND IS AN IMPROVED
VERSION - TWICE AS FAST - OF THE SINGER SYSTEM 10.
MR NICHOLLS ATTRIBUTES ITS SUCCESS TO TWO FACTORS
BESIDE THE QUALITY OF THE PRODUCT: AGGRESSIVE
MARKETING (470 COMPANIES ATTENDED SEMINARS HELD

THROUGHOUT THE COUNTRY), AND THE PRE-WRITTEN SOFTWARE PACKAGES. CALLED STARS, THESE MODULAR PROGRAMS CAN EASILY BE ADAPTED TO A WIDE RANGE OF ACCOUNTING AND REPORTING NEEDS. THE 220 SERIES IS DESIGNED SPECIFICALLY FOR SMALL AND MEDIUM-SIZED BUSINESSES WHICH ARE FIRST-TIME COMPUTER USERS. ICL, WHICH SINCE THE TAKEOVER OF SINGER IS CHALLENGING IBM FOR TOP SPOT IN THE LOCAL MARKET, FORECASTS A TURNOVER INCREASE FROM R31-MILLION LAST YEAR TO R42-MILLION IN 1977, SAYS MANAGING DIRECTOR JOHN STARKEY. - END QUOTE. END UNCLASSIFIED

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COMMENT: CONVERSATIONS WITH IBM MANAGING DIRECTOR FOLLOWING PRESS REPORT ON ICL SALES CONFIRMS THAT GUIDELINES REFTEL TWO ON EXPORT ADMINISTRATION NOT A FACTOR IN ICL'S RECENT SUCCESSES IN THE SOUTH AFRICAN MARKET WHERE INDEED ICL HAS SIGNIFICANT MARKET COVERAGE AND, BY IBM'S RECKONING, A LARGER MARKET SHARE THAN IN THE UK FOR THE EQUIPMENT LINES REPORTED. CDC MANAGING DIRECTOR ALSO CONFIRMS THAT THE ICL SALES REPORTED IN THE PRESS NOT IN ANY WAY RESULTING FROM IMPACT OF REFERENCED GUIDELINES.
KIRBY

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Message Attributes

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